



Ithra calls on MENA designers to develop solutions that safeguard nature

80 designers from MENA will be selected to participate in Tanween Challenges to craft solutions focused on urban development, graphic design, furniture, and fashion

DHAHRAN, SAUDI ARABIA, June 13, 2024 – The King Abdulaziz Center for World Culture (Ithra) opened registration this week for *Tanween Challenges*, which this year calls on designers to develop solutions that address some of today’s most pressing problems facing nature in modern society. Set to take place on July 15-20, Tanween Challenges will select 80 designers from the MENA region with applications closing on July 7.

Tanween Challenges is an annual creative competition that connects participants to experts to create solutions to real-world problems, within tight timeframes and using limited resources. The challenges are set around a specific theme each year and include relevant knowledge and production partners. They are an integral part of Tanween, Ithra’s Season of Creativity, Saudi Arabia’s largest creativity platform designed to celebrate, explore and inspire the creative process.

“Throughout the 6-day competition, designers across all disciplines will be challenged to come up with solutions aiming to harmonize human activities with the planet’s biodiversity in an era where nature is affected by elements such as technological advancements, growing inequalities, and urbanization,” said Sultan Al-Badran, Creative Programs Developer at Ithra’s Idea Lab.

Comprised of four challenges, with each welcoming 20 participants, Tanween Challenges will dare designers to craft practical solutions in areas such as urban development, graphic design, furniture, and fashion. Participants will receive support and guidance from workshops, talks and industry experts representing event partners including NYXO, Albawardi Group, AM Unique by Namthaja, and Vanina.

Winning projects will be selected by event partners for commercial production.

Designers can apply to join this year’s Tanween Challenges at <https://www.ithra.com/en/tanween-challenges>

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About the King Abdulaziz Center for World Culture (Ithra):

The King Abdulaziz Center for World Culture (Ithra) is a world-class destination and the beating heart of Saudi Arabia's creative and culture industry contributing to its prosperity by enabling talent, supporting content production and encouraging cross-cultural exchange that promotes social harmony and human development. Ithra is Saudi Aramco's most ambitious CSR initiative and the largest cultural contribution to the Kingdom. Through a compelling series of programs, workshops, performances, events, exhibitions and other various initiatives, Ithra creates world-class experiences that bring together culture, innovation and knowledge designed to appeal to everyone. Ithra's components include the Idea Lab, Library, Theater, Museum, Cinema, Great Hall, Energy Exhibit, Children's Museum and Ithra Tower. For more information, please visit: www.ithra.com. Follow Ithra on social media: Facebook (King Abdulaziz Center for World Culture), X (@Ithra) and Instagram (@Ithra) #Ithra